

Appendix H

More About the Media

Characteristics of Mass Media Channels

	Television	Radio	Magazines	Newspapers
Reach	Potentially largest/wide range of audiences, but not always at times when PSAs are most likely to be broadcast.	Formats offer more potential to target an audience than television (e.g. teenagers via rock stations). May reach fewer people than TV.	Can more specifically target to segments of public (young women, people with an interest in health).	Can reach broad audiences rapidly.
Content	Opportunity to include health messages via news broadcasts, public affairs/interview shows, dramatic programming.	Opportunity for direct involvement via call-in shows.	Can explain more complex health issues, behaviors.	Can convey health news/breakthroughs more thoroughly than TV or radio and faster than magazines. Feature placement possible.
Presentation	Visual as well as audio portrayal of message to make emotional appeals possible. Easier to demonstrate a behavior.	Audio alone may make messages less intrusive.	Print may lend itself to more factual, detailed, rational message delivery.	
Special Benefits	Can reach low income and other audiences not as likely to turn to health sources for help.	Can reach audiences who do not use the health care system.	Audience has chance to clip, read, contemplate material.	Easy audience access to in-depth issue coverage is possible.
Impact	Passive consumption by viewer; viewers must be present when message is aired; less than full attention likely. Message may be diluted by commercial "clutter."	Generally passive consumption; exchange with audience possible, but target audience must be there when aired.	Permits active consultation. May pass on. Read at reader's convenience.	Short life of newspaper limits rereading, sharing with others.
Deadlines	Deadlines are 3 to 8 weeks in advance for public announcements, usually by 10 a.m. to make the 6 p.m. news and "day before" for breaking news.	Allow several days notice for public events--with other news, the same day is adequate.	Deadlines are 6 to 8 weeks before publication goes to the press.	Deadlines for daily issues are a.m. to 2 to 3 p.m. the afternoon before or p.m. to early a.m. the day of the issue. Weekly issues need notice 3 to 5 days ahead.
Requirements	Deregulation ended government oversight of station broadcast of PSAs, public affairs and programming.	Deregulation ended government oversight of station broadcast of PSAs, public affairs and programming.	No requirement for PSA use; PSAs more difficult to place.	PSAs virtually non-existent.
Costs	PSAs can be expensive to produce and distribute. Feature placement requires contacts and may be time consuming.	Live copy is very flexible and inexpensive; PSAs must fit station format. Feature placement requires contacts and may be time consuming.	Public service ads are inexpensive to produce; ad or article placement may be time consuming.	Small papers may take public service ads; coverage demands a newsworthy item.

Media Costs

Following are the media costs for the campaign of the Onondaga County Health Department. Onondaga County used money wisely by strategically purchasing the placement of its PSAs during times when their target audience was likely to be watching. This is a good example of knowing your target audience well and purchasing advertising when you know they will most likely be watching television, listening to the radio or reading the newspaper. These spots were placed during a variety of programs: “What Every Baby Knows” (Lifetime), “Parenting Today” and “Your Health” (CNN Saturdays), and prime time movies. The time table below shows that they were able to leverage some free spots by purchasing others. In addition, these costs may vary by community.

Television

Vendor	Job Description	Total
Cable Sales	Nineteen paid spots and 19 no-charge spots on Lifetime, CNN, and USA (January 17-February 34) Adelphia and Time/Warner	\$1000
WIXT	Ten 30-second spots (January 13-23)	\$1530
WSTM	Seven 30-second spots (January 14-31)	\$900
WSYT	Four 30-second spots (January 14-30)	\$600
Production	Tag 30-second spot. Includes studio time, dubs for all stations, and revision of end tag.	\$300
Total		\$4330

Radio

Vendor	Job Description	Total
WLTI Lite 105.9	Sixty-second "Folic Acid" (Eighteen days with 4 spots per day) Thirty-six paid and 36 bonus	\$720
WNTQ (93 Q)	Sixty-second "Folic Acid" (Four days with 4 spots per day run between 6am-8pm) Reduced rate for week after Christmas	\$800
WNTQ (93 Q)	Sixty-second "Folic Acid" (January 7-9 with 6 spots per day, run between 6am- midnight) Nine paid and 9 bonus	\$540
WNTQ (93 Q)	Sixty-second "Folic Acid" (Six days in February with 3 spots per day, run between 6am-midnight) Nine paid and 9 bonus	\$540
HOT 108	Sixty-second "Folic Acid" (Twelve days with 4 spots per day, run between 6am- midnight) Twenty-four spots paid and 24 bonus	\$960
COOL 102	Eighteen 60-second "Folic Acid" (4 days)	\$576
B104.7	Sixty-second "Folic Acid" (Eight days with 3 spots per day)	\$1560
Production Costs	Write and produce 60-second spot. Include talent and studio time and dubs.	\$300

Total**\$5996**

Newspaper

Vendor	Job Description	Total
New Times	Two col. x 4" display ad "Folic Acid" (January 15, 22) Reduced rate	\$340
New Times	Two col. x 4" display ad "Folic Acid" (February 12)	\$170
Scotsman	Onondaga County Editions Two co. x 4" display ad "Folic Acid" (January 20, 27)	\$642.56
Scotsman	Onondaga County Editions Two col. x 4" display ad "Folic Acid" (February 10)	\$321.28
Syracuse Newspapers	Two col. x 4" display ad "Folic Acid" (January 23, 30 & February 6, 20 with 4th insertion) CNY Sections (Chose Thursday issues because they contained the weekend calendar of activities and drew a lot of interest.)	\$1827.20
Syracuse Parent	One-fourth page ad "Folic Acid" (February, March, June issues)	\$405
Warren/McKenna	Fifteen percent Agency commission on net print space costs (Newspaper totaled \$3881.18 net)	\$685.03
Warren/McKenna	Revise design provided and prepare mechanicals to size for all print publications.	\$100
Total		\$4666.07

Working with the Media

- C **Look for a local angle to your story.** Some suggestions include
- A profile of an active community member or health care provider on what they have done and why.
 - Fund-raisers and projects local groups organize in support of women's health.
 - Personal stories of children with spina bifida or families with spina bifida children.
 - Targeted prevention programs for those at high risk for an NTD-affected pregnancy.
 - An exceptional folic acid educational program at a local business, house of worship, or school.
- C **Deliver your message with a "twist."** For example, an environmental group sent a news release glued to a plastic container. Releases and advisories are usually distributed by mail. For small community media, hand delivering works best.
- C **Telephone actively.** Call the assignment editor a week before the event, the day before the event, and then follow up after the event has taken place.
- C **Develop and maintain media lists.** You can create your own lists by using your local library's reference books on local and national media, as well as media lists from local celebrities, public relations agencies, public relations professional organizations, and your own media contacts. Keep your detailed media list in a loose leaf binder, using one page per media list. The following references will provide you with names of media contacts in your community. However, purchased media lists often overlook small, new, and transient publications and programs. You want to keep your list current because you never want to use the wrong name.

Gebbie Press
 New Paltz, NY 12561
 914/255-7560 (About \$100)

Daily/weekly papers, radio/TV stations, Black and Hispanic press, all by city and state, plus consumer magazines by subject, business, trade press, and wire services.

News Media Yellow Book
 Leadership Directories, Inc.
 New York, NY 10011

Do not send blanket mailings with the same press release to several reporters at the same media outlet.

- C **Contact your state health information officer.** They have established relationships with key media contacts in your state and they can help you make these connections. To find who this person is in your state go to the national organization's web site at <http://www.nphic.org>.
- C **Check with reporters to see how they wish to receive press releases** (mail, fax, or e-mail). Be sure to get a reporter's permission the first time you send materials via e-mail.
- C **Assume that everything you say is "on the record"** even if you say something is "off the record." Don't assume that anything you say before or after the interview won't be included in the story.
- C **Monitor and measure your media coverage** to correct misstatements and errors, to identify persons in the media who are attuned to prevention issues, and to replicate successful media strategies. You can measure your media coverage by tracking how much space the story got, where it was placed, and whether the content was positive, negative, or neutral.

For further references on working with the media look to

- C Center for Substance Abuse and Prevention. *Technical assistance bulletin: you can increase your media coverage*. 1994. [On-line]. Available: <http://www.health.org/pubs/makepub/tab3.htm>.
- C Convissor RB, et al. Using national news events to stimulate local awareness of public policy issues. *Public Health Reports* 1990; 105(3):257-260.
- C Evans CA Jr., et al. Public health week: marketing the concept of public health. *Public Health Reports* 1992; 107(1): 110-112.
- C Friede A, et al. Public health informatics: how information-age technology can strengthen public health. *Annual Review of Public Health* 1995; 16: 239-252. (Review)
- C Harris, L.M. (ed.). *Health and the new media: Technologies transforming personal and public health*. Hillsdale, NJ: Lawrence Erlbaum Associates, 1995.
- C Holder HD, et al. Media advocacy in community prevention: news as a means to advance policy change. *Addiction* 1997; 92 Suppl 2:S189-S199.

- C Holmes P. Health and media. How health hits the headlines. *Nurs Times* 1985; 81(15):18-19.
- C Jernigan DH, et al. Media advocacy: lessons from community experiences. *Journal of Public Health Policy* 1996; 17(3):306-330. (Review)
- C Korn R, et al. Computerization of standards and patient education material. *J Nurs Staff Dev* 1995; 11(6): 307-312.
- C Skinner, CS, Siegfried, JC, Kegler, MC, and Strecher, VJ. The potential of computers in patient education. *Patient Education and Counseling* 1993; 22, 27-34.
- C Wallack, L., Dorfman, L., Jernigan, D., & Themba, M. *Media advocacy and public health: power for prevention*. Newbury Park: Sage Publications, 1993.
- C Wallack L. Media advocacy: a strategy for empowering people and communities. *Journal of Public Health Policy* 1994; 15(4):420-436.
- C Woodruff, K. Media strategies for community health advocacy. *Primary Care* 1995 22(4):805-815.

Creating Your Own Media Materials

1. News Release

You can write a news release in advance of an event (to encourage media coverage and public awareness), concurrent with an event (to make sure that key points are highlighted), or following an event (to inform the public of what happened). Write your own or adapt the two examples of news releases provided in Appendix I on pp. 2-5. Here are the key elements of a news release.

- , Name, phone, and e-mail address of contact person for media to call.
- , Just the facts--who, what, where, why, when, how. Include the most important point in the first paragraph-- preferably the first sentence. Quote experts. Disclose funding sources. Write it at a ninth grade reading level or less. Don't use jargon.
- , Double-space the text and use no more than two pages.
- , Include an "embargo" date and time on press materials if your information is to be used after a specific time. Write "Embargo until DATE and TIME." Otherwise, say "for immediate release."
- , Always include a statement at the end which gives a brief description of your organization and information about how the public can contact you (e.g., phone number or web site address).

2. Media Advisory

You can use a media advisory instead of a news release to alert the media to an event worthy of coverage. The media advisory should be a page in length and should state the answers to who, what, why, when, and where. When you use a media advisory, always distribute a more detailed news release or press kit to the media just before the event. You can use the example of a media advisory given in Appendix I on p. I-6 as a model for your own campaign.

3. Public Service Announcement (PSA)

PSAs are either general messages or specific announcements for radio and television.

Sometimes, you can add the telephone number of your organization to a national PSA and announce a community event. PSAs are more likely to be aired if the station's program director is asked in-person by someone in his or her community to play them. Find examples of various PSAs in Appendix I on pp. 7-10.

When writing:

- , Provide a contact name, phone number and e-mail address.
- , Include word-for-word written text, 8 to 15 lines, with prerecorded PSAs timed to 10 seconds, 15 seconds, and 30 seconds, and one slide for each second of air time if possible.
- , Triple space your text and use all caps.
- , Include a beginning date and an ending date. A maximum of three months is a good idea.
- , Hand-deliver PSAs for radio and television at least three to four weeks ahead of time.

When calling:

- , The best time is Tuesday, Wednesday, or Thursday morning. Do not call on a Friday or just before or after a holiday.
- , Ask for the person who schedules PSAs--**not** the general manager, sales manager, or news director.
- , In two minutes, give the your name and the name of your organization and specify if it is a non-profit; mention 501(c)3 status if this applies, describe your event in one sentence, and sell your PSA knowing that it is competing with other announcements. Emphasize your goal: to prevent birth defects in your community.
- , Offer to deliver the tapes or scripts to the station's reception desk.
- , Send a thank you note whether or not your PSA is accepted. If you are not successful, try again in a few weeks.

When visiting:

- , Keep your visit brief and to the point. Introduce yourself and your "cause." Ask for his/her help in preventing NTDs in the community. State who you are trying to reach and ask him/her to air the PSA when more women are likely to be watching.

4. Letters to the Editor and Op-Ed Articles

Most newspapers devote at least one page to opinions, presenting them in editorials, letters to the editor, regular columns (local and nationally syndicated), political cartoons, and contributed articles. Different letters on a single topic will strengthen your case; form letters or any indication of an organized letter-writing campaign will weaken your effort. In Appendix I on pp. 11-14 you can find an example of an article.

- , Call the newspaper editorial department and ask for any specific rules you should follow (usually 800 words for Op-ed articles and less than 400 for editorials).
- , Type the letter and include the full name of the author and a telephone number the newspaper can use to check authenticity.

5. Calendar Listing of Events

This one-page listing is a short and sweet way to introduce a program of many events and to pave the way for upcoming news releases and PSAs.

- , Remember to provide full street addresses after locations and a contact phone number the public may call for information.

6. Photos with Long Captions

You can use a photo with a long caption to highlight an event, presentation, or health screening.

7. Press Kit

A press kit packages lots of information for the media to use and have on hand during your campaign. Press kits can be made up with the following:

- , Nice folder w/business card holder.
- , News brief.
- , List of story ideas.
- , Organization overview and biographies, CVs, or resumes with photo.
- , Fact sheets, past newspaper/magazine clippings, and medical illustrations.
- , Charts, graphs, statistics (on diskette if possible).
- , Maps to events and your organization's headquarters.

8. Press Conferences

Plan a press conference if you have breaking news. Find an example on in Appendix I on pp. 15-16. Otherwise, invite a reporter to do one or more of the following:

- , Interview family member of a child or an adult with spine bifida.
- , Attend a cooking demonstration with a gourmet chef.
- , Cover a panel of local celebrities discussing the benefits of folic acid.